

How Do You Keep Good Employees?

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Hiring hardworking employees with high potential is a difficult task. Retaining these employees can be an even greater obstacle.

Challenge Employees

Boredom can lead to a halt in potential. If employees are not challenged, they are likely to complete half-hearted work. To avoid this, give employees tasks that push them beyond their comfort level. Ensure that employees are continuously evolving into more knowledgeable workers by frequently teaching them new, challenging skills. Rather than repetition, switch up employees' daily tasks. This will prevent their workdays from becoming monotonous.

Make Employees Feel Important

Commit to each employee. Nourish employees' involvement by asking their opinions about company-wide issues and encouraging their participation in decision-making. Allow employees to explore and utilize their creativity. Also, implement recognition programs for employees who excel. Employees' hard work should never go without recognition.

Set Goals for Employees

Setting goals creates motivation. If employees know exactly what they are working towards, their work will become meaningful. Goals set by an employer for employees should be well defined and attainable. Employees should be challenged, but if goals are too difficult to complete, the employee may become frustrated and fail to reach the goal at all. Offer employees incentives for completing goals. This will make reaching the defined goals an even greater pleasure.

Good employees are assets to companies and losing them can negatively affect multiple aspects of a business. Retaining valuable employees is vital to a company's prosperity.

This is our Marketing Intern's debut article! We are excited to have Hannah be a part of our team this year.

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